

# Pizza\_Sales\_Analysis (SQL and Tableau)

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## A. KPI

### 1. Total Revenue

```
SELECT SUM(total_price) as Total_Revenue from pizza_sales
```

Results		Messages
	Total_Revenue	▼
1	817860.049999993	

### 2. Average order price

```
SELECT SUM(total_price)/COUNT(DISTINCT order_id) as Avg_Value from pizza_sales
```

	Avg_Value	▼
1	38.30726229508155	

### 3. Total number of Pizza sold.

```
SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales
```

	Total_Pizza_Sold	▼
1	49574	

### 4. Total number of orders

```
SELECT COUNT(DISTINCT order_id) AS Total_orders FROM pizza_sales
```

	Total_orders	▼
1	21350	

## B. EDA

### Hourly Trend for Total Pizza Sold

```
SELECT DATEPART(HOUR, order_time) as order_hour, SUM(quantity) as Total_pizzas_sold
FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)
```

	order_hour	Total_pizzas_sold
1	9	4
2	10	18
3	11	2728
4	12	6776
5	13	6413
6	14	3613
7	15	3216
8	16	4239
9	17	5211
10	18	5417
11	19	4406
12	20	3534
13	21	2545
14	22	1386
15	23	68

### Weekly Trend for Total Orders

```
SELECT
    DATEPART(ISO_WEEK, order_date) AS week_number,
    YEAR(order_date) AS Order_Year,
    COUNT(DISTINCT order_id) AS Total_orders
FROM
    pizza_sales
GROUP BY
    DATEPART(ISO_WEEK, order_date),
    YEAR(order_date)
ORDER BY
    YEAR(order_date),
    DATEPART(ISO_WEEK, order_date);
```

	week_number	Order_Year	Total_orders
1	1	2015	254
2	2	2015	427
3	3	2015	400
4	4	2015	415
5	5	2015	436
6	6	2015	422
7	7	2015	423
8	8	2015	393
9	9	2015	409
10	10	2015	420
11	11	2015	404
12	12	2015	416
13	13	2015	427
14	14	2015	433
15	15	2015	408

### Sales Percentage by Pizza Category

```
SELECT pizza_category, sum(total_price) as Total_Sales, sum(total_price) * 100/ (SELECT
sum(total_price) from pizza_sales) AS PCT
from pizza_sales
GROUP BY Pizza_category
```

	pizza_category	Total_Sales	PCT
1	Classic	220053.1000000001	26.9059602556699
2	Chicken	195919.5	23.955137556847493
3	Veggie	193690.45000000298	23.682590927384783
4	Supreme	208196.9999999822	25.45631126009884

### Percentage by Pizza Size

```
SELECT pizza_size, CAST(sum(total_price) AS DECIMAL(10,2))as Total_Sales,
CAST(sum(total_price) * 100/
(SELECT sum(total_price) from pizza_sales) AS DECIMAL (10,2)) AS PCT
from pizza_sales
GROUP BY pizza_size
Order By PCT
```

	pizza_size	Total_Sales	PCT
1	XXL	1006.60	0.12
2	XL	14076.00	1.72
3	S	178076.50	21.77
4	M	249382.25	30.49
5	L	375318.70	45.89

### C. Top 5 best seller (Revenue)

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_revenue FROM pizza_sales
GROUP BY pizza_name
Order BY Total_revenue DESC
```

	pizza_name	Total_revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

### D. Bottom 5 seller (Revenue)

```
SELECT TOP 5 pizza_name, SUM(total_price) AS Total_revenue FROM pizza_sales
GROUP BY pizza_name
Order BY Total_revenue ASC
```

	pizza_name	Total_revenue
1	The Brie Carre Pizza	11588.4999999999
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596